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U.S. Department of Agriculture

Agricultural Marketing Administration

Commodity BEETS & SNAP BEANS
Marketing Area STATES NORTH OF VIRGINIA & EAST OF OHIO
Time JULY 6 through JULY 11

FOR USE AFTER JUNE 26, 1942

WASHINGTON, D. C.

Retail food merchants in States north of Virginia and east of Ohio will feature beets and snap beans as Victory Food Specials during the period July 6 through July 11 in a merchandising drive designed to encourage increased consumption of heavy supplies expected on consumer markets at that time.

The two vegetables have been designated as Victory Food Specials by Roy F. Hendrickson, Administrator of the Agricultural Marketing Administration, under the U. S. Department of Agriculture's plan for conserving food by widening distribution and increasing the use of foodstuffs in seasonal abundance. Each vegetable will be listed by storekeepers as a Victory Food Special in their advertising and display material during the period of the merchandising campaign. Most of the beets and snap beans then on consumer markets in the Northeastern area will be from nearby farms.

Plenty of Beets

The supply of beets during the period July 6 through July 11 is expected to be heavy with liberal quantities continuing all summer. New Jersey and Pennsylvania have the leading beet producing sections in the Northeast. This vegetable is also grown generally in Long Island and other truck crop areas of New York and the New England States. Quality of beets coming from nearby farms has been excellent.

Snap bean production at this time of the year is reported to be considerably above that at the same time last year and somewhat over average. Nearby supplies in the Northeast are grown primarily in the truck crop areas. At

this season supplies are also shipped in from southern producing sections.

Snap Beans In Abundance

During the period July 6 through July 11 when snap beans will be featured by retailers as a Victory Food Special, consumer market supplies of this vegetable are expected to be abundant. The bulk of the snap beans will come from nearby farms in the Northeastern States. Quality of snap beans on markets during the period of the merchandising drive should be considerably above that of supplies in recent weeks.

Modern snap beans represent a great improvement over the string beans of a decade ago. This has been made possible by the development of new stringless varieties high in quality and disease resistant. Most of the snap beans marketed are of the green varieties with the wax, or yellow, varieties making up the balance.

OUR FARMERS are on an all-out war basis. They are producing more food than they ever grew before. Now and then, due to super-abundant harvests, exceptional weather, or wartime bottlenecks, unusually large supplies of some foods become available. They must move to market promptly or be wasted. These are **VICTORY FOOD SPECIALS**. The more Victory Food Specials are consumed, the less will be the pressure on foods needed for the war. Food merchants are cooperating with the Agricultural Marketing Administration by featuring these Specials in their stores. You can help to prevent the waste of good food and to stretch consumers' food money by giving this news wide distribution.

Use As A Food

Snap beans are rich in vitamin A, a good source of iron, calcium, and vitamin C, and a fair source of vitamin B₁. When you buy snap beans look for them to be fresh, bright, clean, and free from blight spots. The bean pod should snap readily when broken.

Whether you cook them for immediate use or can them for next winter, snap beans are a frequent "must" on the housewife's shopping list. In cooking, use a minimum of water so that when the vegetable is done there will be little or no water left in the pan. This will conserve food value. Cook snap beans in an uncovered pan so as to keep them green. To cut cooking time, have the water slightly salted and boiling when you put in the vegetables. Consider snap beans cooked when there is still some firmness and body to them. Do not overcook.

Beets In The Diet

Beets--young and tender--are really two vegetables in one--crimson roots...fresh green tops. According to the Bureau of Home Economics, here's what you are buying in the way of food value when you bring home a bunch of beets. In the beet roots, the plant has stored some sugars and starches. The roots also contain some of the vitamins, though not in large amounts. Among the vitamins present are thiamin, vitamin C, and riboflavin. In the beet greens are rich minerals and vitamins--particularly iron and carotene, which the body can change into vitamin A. The greener and thinner the leaf, the more carotene and iron in it. They also contain goodly amounts of riboflavin, thiamin, niacin and, in their raw state, vitamin C.

Local supplies of new-crop beets in the store now usually are marketed in bunches--three to five to the bunch.

Look for beets that are smooth and free from blemish. Avoid flabby, withered beets, those with stringy roots, those with a lot of leaf scars around the neck. You'll want the beet tops to be fresh-looking, tender, and clean.

Easy Beet Dishes

Good beet dishes start with boiled beets. To boil beets and keep their bright red color, leave on the long taproot and an inch or two of the stems. Then start in boiling salted water--about 1 teaspoon of salt to a quart of water. Boil in their jackets. To speed the cooking, put on a lid. If water is hard, the beet color may fade. Save it by putting a little vinegar or cream of tartar in the cooking water. A quick dip into cold water loosens the jacket on a cooked beet so it slips off like a glove. Takes about 30 to 45 minutes to cook young beets tender.

Slice all but baby beets. Serve them whole. Flavor with meat drippings or melted fat and salt and pepper to taste just before you serve. For a little more "lift" drop in a little chopped onion or onion tops, or green pepper chopped. Add a little vinegar or a squeeze or two of lemon to the fat. Serve hot.

Cold beets--either pickled or plain boiled make good ingredients for salads. Dice them or slice them and combine them with sliced hard-cooked eggs. Or the red color makes a fine contrast with your salad greens and other chopped vegetables. But be sure to wait until just before serving to mix the beets with the other ingredients. If the beets stand long, they'll pass their red color on to anything that's close by. Beets and grated cheese are another good combination.

You can cook tender beet greens just as you do any other greens. Here's the way to prepare savory beet greens.

Wash the greens through several waters, and cook quickly in a small amount of salted boiling water. As soon as the greens are tender--drain them and chop them. Season with fat--and sprinkle over the top little pieces of crisp bacon or salt pork. Or cook a little chopped onion in fat until the onion browns slightly. Mix with the chopped greens. Add salt and pepper to taste.